



PTO/SB/21 (02-04)  
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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	10790,487
	Filing Date	1 March 2004
	First Named Inventor	Konig
	Art Unit	Unknown
	Examiner Name	Unknown
Total Number of Pages in This Submission	370	Attorney Docket Number HMM-101

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s)	<input type="checkbox"/> After Allowance communication to Technology Center (TC) <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Copies of cited references.
Remarks		
<b>SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT</b>		
Firm or Individual name	Patrick T. Igoue	
Signature		
Date	8 April 2004	

CERTIFICATE OF TRANSMISSION/MAILING		
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PTO/SB/82 (08-03)

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Transmittal (1p), PTO Form SB/08A(1p), PTO Form SB/08B(1p), Information Disclosure Statement (3pp), Copies of cited references (363 pp), Return Postcard.

Signature

Heather J. Roth

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PATENT

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Date: April 8, 2004

*Heather J. Roth*  
Heather Roth

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

SERIAL NUMBER 10/790,487	FILING DATE 1 March 2004	FIRST NAMED INVENTOR Konig	ATTY. DKT. NO. HMM-101
TITLE Advertisement Substitution			ART UNIT Unknown
			EXAMINER Unknown

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

In accordance with the provisions of 37 C.F.R. §1.97, Applicants hereby wish to make of record the references listed on the accompanying PTO Form 1449 for consideration by the Examiner in the examination of the above-identified patent application. Copies of the patent documents are enclosed.

This Information Disclosure Statement is being submitted:

- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☐ The check, or authorization to charge deposit account no. 501535, in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /AD/

Attached hereto is Form PTO-1449 listing documents believed to be relevant to the above-captioned application. It is respectfully requested that these documents be considered by the Examiner. The relevance of each non-English document will be discussed as follows:

**REMARKS:**

This disclosure statement should not be construed as a representation that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(a) exists.

It is believed that this disclosure complies with the requirements of 37 C.F.R. §§ 1.56, 1.97, and 1.98, and the Manual of Patent Examining Procedures § 609. If for some reason the Examiner considers otherwise, it is requested that the undersigned be contacted by telephone promptly so that any deficiency can be remedied.

Some of the documents may have markings thereon. No significance is intended to be attached to the markings.

The submission of these documents is not intended to be deemed an admission that they constitute analogous art.

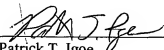
**CERTIFICATION**

Applicant(s) certify that:

- ☐ (1) Each item or reference was cited in a communication from a foreign patent office in a corresponding foreign application not more than three months prior to the filing date of the Statement; or

- ☐ (2) No item or reference was cited in a communication from a foreign patent office in a corresponding foreign application or, to the knowledge of the Applicant(s), was not known more than three months prior to the filing of the Statement.

Respectfully submitted,

  
Patrick T. Igoe  
Reg. No. 55,292

Date: April 8, 2004

Technology Patents Licensing, Inc.  
6206 Kellers Church Road  
Pipersville, PA 18947  
(215) 766-2100



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Substitute for form 1449/PTO

## INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 2

### Complete if Known

Application Number 10/790,487  
Filing Date 1 March 2004  
First Named Inventor Richard Konig  
Art Unit Unknown  
Examiner Name Unknown  
Attorney Docket Number HMM-101

### U. S. PATENT DOCUMENTS

Examiner Initials*	Cite No.	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
/AD/	AA	US- 5319455	06/07/1994	Hoarty et al	
	AB	US- 5999689	12/07/1999	Iggulden	
	AC	US- 6404977	06/11/2002	Iggulden	
	AD	US- 20020083439A1	06/27/2002	Eldering	
	AE	US- 20020194592A1	12/19/2002	Tsuchida et al	
	AF	US- 20030115595A1	06/19/2003	Stevens et al	
	AG	US- 20030192045A1	10/09/2003	Fellenstein et al	
	AH	US- US20030192050A1	10/09/2003	Fellenstein et al	
	AI	US- US20030227475A1	12/11/2003	Fellenstein et al	
	AJ	US- US20040019904A1	01/29/2004	Fellenstein et al	
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### FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>4</sup>
		Country Code <sup>1</sup> Number <sup>2</sup> Kind Code <sup>3</sup> (if known)				
	BA	WO0054504A1	09/14/2000	Goldman et al		
	BB	WO9856128A1	12/10/1998	Perlman et al		
	BC	WO9966719A1	12/23/1999	Zigmond et al		

Examiner Signature	Date Considered
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kind Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 2 of 2

## Complete if Known

Application Number	10/790,487
Filing Date	1 March 2004
First Named Inventor	Richard Konig
Art Unit	Unknown
Examiner Name	Unknown
Attorney Docket Number	HMM-101

## NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
/AD/	CA	RAINER LIENHART et al, On the Detection and Recognition of Television Commercials, University of Mannheim, Praktische Informatik Vol IV, April 1997, 509-516, Mannheim, Germany	
	CB	Product Literature, "A Feature-Based Algorithm for Detecting and Classifying Production Effects" printed from <a href="http://www.c.s.cornell.edu/rdz/Papers/Archive/90070119">http://www.c.s.cornell.edu/rdz/Papers/Archive/90070119</a> on 03/26/04.	
	CC	Product Literature, Mork, Peter et al, "Indexing Tamper Resistant Features for Image Copy Detection," printed from the <a href="http://www-db.stanford.edu/chenli/rime/demo1.0.html">http://www-db.stanford.edu/chenli/rime/demo1.0.html</a> on 03/26/04; 1999; 5 pp.	
	CD	IEEE Paper "Localizing and Segmenting Text in Images and Videos" by LIENHART, R. and WERNICKE, A., 04/2002, 13 pp.	
	CE	MINERVA M. YEUNG & BEDE LIU, Efficient Matching and Clustering of Video Shots, September 1995, 338-341, Princeton University, Princeton, NJ	

Examiner Signature	/Arthur Duran/	Date Considered	10/31/2007
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

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